

User 4

25 years old

Lives in Denver, CO

Works as an Alcohol Distribution Representative

Bryce has done multiple week long biking trips through the rockies and the alps.

[Researcher] How often do you use a bike?

[User 4] I used to bike all the time when I was training for ride the rockies, but as I have gotten into my career I have done it less and less. I'd like to get back into it now though!

[Researcher] Have you ever shopped for a bike or bike parts (online or in person)? If so, what did you get and how was that experience? Feel free to name multiple examples if you have them.

[User 4] Yes I have shopped in stores and on a few different apps. In store is usually better because you can speak with someone who knows what they're talking about. When you're online you have to look up things in forums or articles and it's hard to tell which things are worth paying attention to. But the drawback of being in person is they often don't have what you need in stock and they generally don't know when they will get a shipment in.

[Researcher Follow Up] So your frustration comes from either not knowing what you need to buy, and the stores not having what you need in stock when you get there?

[User 4] Yeah. It's kind of backwards. I go in to a store to figure out what I need, and then I am often told to order it online. If there was a better way to figure out what I need without making the trip to the store, it would save a lot of time.

[Researcher] When you shop for bike equipment, do you typically know specifically what you're looking for?

[User 4] Well sometimes I do, but for the technical things I really don't.

[Researcher] What is your favorite part about biking?

[User 4] Biking on mountain roads with a huge group of people is really awesome. I like the community and how it pushes you to keep going even if your legs are killing you from the day before.

[Researcher Follow Up] Do the other bikers in your group ever educate you about what you might need for your bike, or what you might want to get for it?

[User 4] They do actually. Most of the biking gear I have is from a recommendation from someone I have been on the road with. A lot of the people in there are experts with a lot of knowledge about this stuff which is really helpful. And it's nice because I know they aren't trying to get me to buy something I don't need.

[Researcher] Is there any type of biking you don't currently know much about but want to explore? (mountain biking, long distance road biking etc.)

[Bryce] I used to like the idea of mountain biking but that's a lot more expensive and dangerous.